
ABSTRACT

A method for facilitating a chat session between a first user and second users visiting a first web site comprising receiving, from the first user, a first user ID; receiving, from the second user, a second user ID; providing, to the first user, at least an indication of the second user ID; receiving, from the first user, a request to open one of a public chat session, a semi-public chat session and a private chat session with the second user; transmitting, to the second user, an indication that the first user has requested a chat session; and receiving, from the second user, an acceptance to enter the chat session designated by the first user. The method also comprises receiving from the first user a query regarding other users in a co-branded community visiting the first web site and searching a database to determine a response to the query.
